



## Local Preference

In a statewide consumer survey conducted in September, 2007:

- ★ 92.2% of the respondents indicated they would choose fruits and vegetables grown in South Carolina over those grown out-of-state.
- ★ 86.8% of the respondents indicated they would be more likely to shop in a store that clearly marked which products were from South Carolina.

### *Are you ready to serve?*

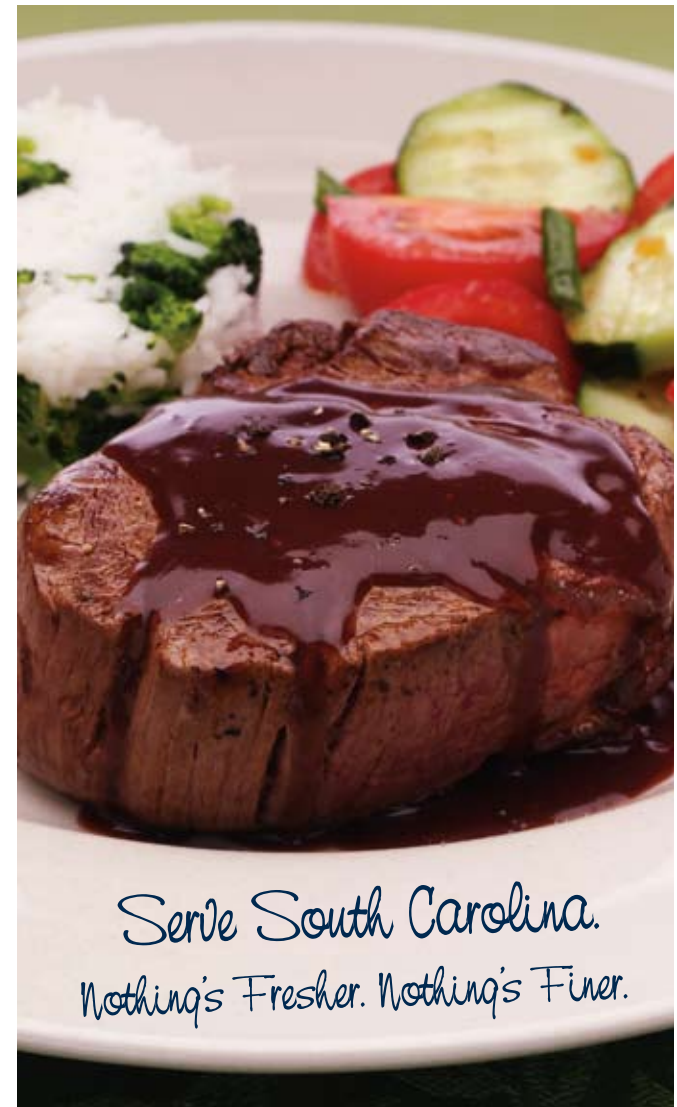
Fresh on the Menu. It's good for business. It's good for the growers. And best of all, it's really good food. After all, when it's Certified South Carolina Grown, Nothing's Fresher, Nothing's Finer.

### *Information and Applications*

For more information on the Fresh on the Menu program and an application to participate in the program, [www.CertifiedSCGrown.com/FreshOnTheMenu](http://www.CertifiedSCGrown.com/FreshOnTheMenu).

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*Serve South Carolina.  
Nothing's Fresher. Nothing's Finer.*



A program for restaurants from the  
South Carolina Department of Agriculture.



## What is Fresh on the Menu?

The Fresh on the Menu program is the restaurant phase of the Certified South Carolina Grown program from the South Carolina Department of Agriculture.

## What is Certified South Carolina Grown?

Now in its second year and gaining momentum, the Certified South Carolina Grown program is a cooperative effort among producers, processors, wholesalers, retailers and the South Carolina Department of Agriculture to brand and promote South Carolina grown produce and products.

## Restaurant participation is a crucial ingredient.

When it comes to preparing food, no one does it better than South Carolina's fine restaurants. For the Certified South Carolina Grown program to really succeed, it must include restaurants across the state that support the Fresh on the Menu program.

## Will the public buy it?

Yes. Marketing research has repeatedly affirmed that consumers perceive locally produced products as being fresher and more wholesome. Recent market trends indicate a growing demand for fresher, healthier foods.

## How can restaurants participate in Fresh on the Menu?

As a restaurateur, you can:

- ✱ Make a long-term, whole-hearted commitment to participate in the Fresh on the Menu program
- ✱ Prepare menus that include at least 25% Certified South Carolina Grown foods and products in season
- ✱ Feature the brand with stickers on appropriate menu entries and labels on entrances

## Product availability

The participation of our state's farmers and processors in the Certified South Carolina Grown program has been enthusiastic, assuring seasonal availability of locally grown and harvested fruits, vegetables, meats and seafood.

## Food suppliers guide

The South Carolina Department of Agriculture will supply participating restaurants with a Certified South Carolina Suppliers Guide and a seasonal produce availability calendar to help make in-season produce and product planning and ordering more convenient.

## Retail, marketing and advertising support

Retailers and wholesalers from across the state are on board and many supermarkets are participating. Many agricultural associations have also made contributions to help ensure that the "local" message gets out.

The South Carolina Department of Agriculture actively promotes Certified South Carolina Grown program on radio and television, as well as in magazines and outdoor boards statewide. The Fresh on the Menu program will benefit both from its association with these Certified South Carolina Grown promotions and from its own restaurant media promotions.

Take advantage of the restaurant media promotions. In the restaurant phase of the program, the local food service industry will be featured in magazines ads and outdoor media, and establishments participating will be listed regionally. Opportunities to leverage your restaurant's advertising budget through "co-op advertising" will also be available.

